

EXHIBIT E

The Radical MX Z®-REV™

March 2002

SNOWGOER®

WORLD'S #1 SNOWMOBILE MAGAZINE

EXCLUSIVE!

>> The
REVOLUTION
IS HERE
THE 2003 SKI-DOOS



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www.snowmobilenews.com

IT TAKES SOMETHING REALLY REVOLUTIONARY TO GET THESE GUYS TO AGREE ON ANYTHING.

We've done it.

OVERVIEW

"The REV could be the most significant advancement in the riding experience since the introduction of the Independent Front Suspension. The REV platform marks a new era in snowmobile interaction between the rider and machine."

KEVIN BEILKE, SnowTech Magazine

"Somehow you'll beg, borrow or steal a ride on a 2003 REV next year and you'll come away a believer. How do I know this? Because even CJ (Ramstad) liked it, and he doesn't like anything."

KENT LESTER, Supertrax International magazine

"...the Sledder crew believes the Ski-Doo REV to be a harbinger for the future, from Bombardier and, ultimately, from others in the industry."

C.J. RAMSTAD, City Sledder

RIDING POSITION

"Some riders will be impressed with the new front suspension, or the futuristic look of the machine. This sled is all about the rider position - it changes the way the rider interacts with the vehicle. The REV truly takes snowmobiling to a new level."

KEVIN BEILKE, SnowTech Magazine

"The position takes a little time to get used to, but then it's spot on. It makes you a better rider."

ERIC SNOGMAN, SnowGoer magazine

Anyone with a motorcycling background will immediately feel comfortable on the REV. For anyone else, it takes until, oh, about the first bump, before you'll appreciate this sled's sensible ergonomics.

CHRIS KNOWLES, SnowGoer Canada

"Because you're seated so far forward, the leverage of the trail bumps is lessened, and your body is only absorbing a fraction of the impact you'd get if you were sitting closer to the rear like on a normal sled."

KENT LESTER, Supertrax International magazine

The result is a fulltime aggressive body position, where you're ready to stand up if a nasty one sneaks up on you and where you're always ready to rail around a tight corner. It's time to discard your sit down sled and head for the REV!

WADE WEST, American Snowmobiler

"You quickly discover having your knees under you is a huge advantage on a shelled-out trail and posting for the bumps has never felt more natural than on this very different Ski-Doo."

C.J. RAMSTAD, City Sledder

SUSPENSION & RIDE

That was the absolutely best ride I have ever had through rough trails on a snowmobile - to date. Period. The REV lives up to its name - it's truly revolutionary!"

HOWARD ELMER, Maximum Sled

"You simply will not believe how much fun and how easy the REV is to ride. It's not just an expert bump sled; it performs extremely well across a wide range of rider skills and riding conditions."

KEVIN BEILKE, SnowTech Magazine

The feeling of control, because of where the weight is, is what was most impressive. I wasn't sure after riding this sled for over a hundred miles!"

LANE LINDSTROM, SnowWest magazine

"The REV makes you feel like a far superior rider. Bumpy trails have never been so much fun!"

KEVIN BEILKE, SnowTech Magazine

"The sled is technically fascinating, but the startling new ergonomics are what makes the REV such a quantum change for snowmobiling."

C.J. RAMSTAD, City Sledder

"Ski-Doo has taken this 'ball of mass in the middle of the sled' concept further than anyone else and it makes the REV very stable when turning or riding over rough terrain. The REV will turn like it's on rails and because of the stiffness of the chassis and the compliance of the A-frames the skis will stay glued down with virtually no ski lift."

KENT LESTER, Supertrax International magazine

REVOLUTION

"The REV is so totally different that Bombardier can rightfully claim they've re-invented the snowmobile."

KEVIN BEILKE, SnowTech Magazine

"The full, driver-forward design might be the biggest change in the snowmobiling experience since this company rolled out the rider-over-tunnel concept in 1959."

C.J. RAMSTAD, City Sledder

"Converts will be won over, one at a time. They'll ride it and they'll know... because the proof is in the riding. It's this easy: ride it and you can't deny it's better."

KENT LESTER, Supertrax International magazine

"This snowmobile will affect the industry in a very positive way - future machines will be influenced by it." The REV takes conventional "in the box" thinking and tosses it out the window - it's the next step in sled evolution!"

ERIC SNOGMAN, SnowGoer magazine

ski-doo

MX-Z REV 2003

THERE'S NOTHING LIKE IT.



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